



2017 Strategic Plan Accomplishments

* *Ongoing, department-wide best practices.*

OPPORTUNITIES :: *Provide outdoor recreational opportunities.*

Create a process to identify fishing access opportunities to guide fiscal decisions.

- Establish a department-wide fishing access workgroup to develop and implement the process.
- Complete a comprehensive inventory of existing access sites and maintenance responsibilities and identify current access needs.

***Develop five urban fishing opportunities per year.**

- Develop partnerships with municipalities and other parties to identify opportunities and funding sources for urban fishery creation, enhancement and maintenance.
- Employ fisheries management strategies aimed at enhancing fishing opportunities.

***Maintain an A rating from 80 percent of surveyed campers who visit the state park system annually.**

- Improve camping comment response process.

***Increase outreach through diverse mediums.**

- Ensure information is updated and incorporated into the newly developed website.
- Improve technology through mobile apps and mapping functionalities.

RESOURCES :: *Serve as stewards of our state's outdoor resources.*

Update existing management plans and create new management plans for at least 75 percent of all state parks and recreation areas.

- Completed Spearfish Canyon State Park Master Plan.

CONFIDENCE :: *Inspire confidence.*

***Increase website sessions combined with mobile app usage by 10 percent per year.**

- Develop and launch a newly revised gfp.sd.gov website and redesigned mobile app.
- Create an online reference library for management plans, studies, survey results and associated materials.

***Increase awareness for all programs and services by aligning 100 percent of department branding and messaging.**

- Align all program branding with the department's brand management efforts.
- Ensure the mission statement is reflected in all areas of communications.



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- Create a standard briefing process of department rules and regulations to educate staff and customers.
- Create social media campaigns to gain awareness of specific department job responsibilities.

Of the nearly 7,000 Conservation Digest subscribers, 20 percent to complete and return an informational survey to determine subscriber demographics.

- Implemented a survey component into the Conservation Digest to develop a metrics baseline for this audience.

Provide and increase access to financial information and through agency communication platforms.

- Display actual revenue collections and expenditures within the GFP annual report and include fund source information each year.
- Recreate and reissue the GFP annual financial report by 2017.
- Reference the information available through the Bureau of Finance and Management, OpenSD and the Legislative Planning Committee on the newly revised gfp.sd.gov website.
- Incorporate the GFP annual budget presentation to the GFP Commission meeting schedule each year.
- Ensure the state standardized budget, financial, revenue and performance indicators are shared.
- Develop information and education to justify GFP's ROI to legislature and public.

Sustain wildlife and parks working capital at appropriate and desired balance levels (wildlife = 25 percent and parks = 10 percent of budget).

- Use strategic budget projections and recommendations to consistently maintain the desired cash balance in GFP's operating funds.
- GFP Commission Resolution to commit future Game Fund dollars to priority projects.

***Reduce barriers and obstacles to public involvement.**

- Inventory all current public involvement opportunities used by GFP and evaluate their effectiveness.

***Foster five new partnerships to support GFP mission.**

- Generate an inventory of existing partnerships and stakeholders.
- Utilize and expand public input processes (workgroups, stakeholder groups, Regional Advisory Panels) to address public involvement needs regarding current or rising issues.
- Engage new partners with the ability to enhance department effectiveness.

***Ensure customer security and personally identifiable information (PII) remains at 100 percent.**

- Continue to research and review the most current protocol for cyber security.
- Work with BIT to provide the following updates within the online licensing system: allow the user the ability to reset their username and passwords or provide another option for logging in.



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Increase GFP's customer base by reducing language barriers.

- Assess and implement a pilot program for using alternate language on signage within the state park system; beginning with Lewis and Clark Recreation Area.

EXCELLENCE :: Foster professional excellence.

Develop a department-wide training and orientation process for new and promoted staff.

- Develop a welcome packet with department education materials and information specific to the hiring position.

***Optimize internal communications.**

- Hold annual joint regional meetings for increased communication, staff planning of work plans, priorities and schedules.
- Develop and share an internal training and meeting calendar that provides a "one stop shop" for all available classes, to include Bureau of Human Resources, supervisory courses, law enforcement training, technical courses.
- Combine all law enforcement hiring and training processes.
- Improve content and collaboration of the department-wide newsletter while assessing the tool in which it is distributed.
- Expand the Commission Recommendation Development processes across the department.

***Increase joint department projects and resources.**

- Identify current joint projects (habitat, access, shared admin/management facility, law enforcement).
- Host annual joint department planning meetings to prioritize access projects, maintain and improve habitat, prioritize and plan capital development projects and identify capital asset purchases/planning opportunities.
- Encourage and expand the use of shared staff, equipment, and other resources by eliminating barriers; i.e. funding/coding.

***Increase the number of intern and seasonal applicants by 20 percent by 2020.**

- Develop and enhance relationships with colleges and universities to promote intern and seasonal opportunities by attending job fairs, presenting in classrooms, and encouraging the requirement of an internship for graduation for relevant majors.
- Develop standardized recruitment materials and job posting opportunity channels.
- Increase the availability of intern and seasonal housing, possibly by the use of full service campsites, host families, additional permanent structures, and temporary campers.



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Assess and monitor overall equipment capabilities of all full-time employees.

- Survey and create an assessment report for staff to determine a baseline of equipment capabilities by 2017.

Increase staff engagement through improved communication equipment.

- Identified current communication technology needs or deficiencies.
- Developed and will implement a department-wide cell phone policy.